

ABSTRACT

An apparatus is provided with a storage medium having stored therein programming instructions that implement a set of communication services for receiving on behalf of a plurality of offeror content providers within a call service community, an indication from an offeree acknowledging acceptance of an offer to provide assistance presented to the offeree by one of the plurality of offeror content providers. In one embodiment, independent agents selectively facilitate assisting offerees based at least in part upon certain attributes specific to the offer and/or the offeree.

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